

<b>AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT</b>			1. CONTRACT ID CODE	PAGE OF PAGES 1 3	
2. AMENDMENT/MODIFICATION NO. <b>A-002</b>	3. EFFECTIVE DATE <b>8/20/2014</b>	4. REQUISITION/PURCHASE REQ. NO. <b>PR3578999</b>		5. PROJECT NO. (If applicable)	
6. ISSUED BY <b>Contracting &amp; Procurement General Services Office, American Embassy Manila Seafront Compound, Roxas Boulevard, Pasay City</b>		7. ADMINISTERED BY (If other than Item 6)		CODE	
8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State, and ZIP Code)			(✓) <b>X</b>	9A. AMENDMENT OF SOLICITATION NO. <b>SRP380-14-Q-0096- M001</b>	
				9B. DATED (SEE ITEM 11)	
				10A. MODIFICATION OF CONTRACT/ORDER NO.	
				10B. DATED (SEE ITEM 13)	
FACILITY CODE					

### 11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

☒ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers ☒ --Is extended, ☐ is not extended.

Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:

(a) By completing Items 8 and 15, and returning 1 copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter of telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

### 12. ACCOUNTING AND APPROPRIATION DATA (If required)

### 13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

(✓)	A.	THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
	B.	THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b)
	C.	THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:
	D.	OTHER (Specify type of modification and authority)

E. IMPORTANT: Contractor ☒ is not, ☐ is required to sign this document and return \_\_\_\_ copy to the issuing office.

### 14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

SRP380-14-Q-0096- M001 is being amended as follows:

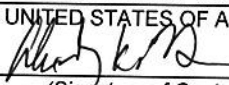
- To extend the deadline of submission FROM: August 22, 2014 4:00 PM to August 27, 2014 4:00 PM.

As reflected on Performance Work Statement B and Schedule of Supplies/ Services G. Submission.

G. Submission:

Quotation and submission of the Advertising campaign concept will be on or before August 27, 2014 4:00 PM at U.S. Embassy Seafront Compound (Harrison Gate).

- To update Pricing Table in reference II. Pricing A.

15A. NAME AND TITLE OF SIGNER (Type of print)		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or Print) <b>ALEXANDER K. HARDIN</b>	
15B. CONTRACT/OFFEROR  (Signature of person authorized to sign)	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA  (Signature of Contracting Officer)	16C. DATE SIGNED <b>8/22/14</b>

<b><u>CONTINUATION SHEET</u></b>	REFERENCE NO. OF DOCUMENT BEING CONTINUED	PAGE
	SRP380-14-Q-0096-A002	2 of 3 Pages
NAME OF CONTRACTOR		

	<b><u>DESCRIPTION</u></b>	<b><u>UNIT</u></b>	<b><u>UNIT PRICE</u></b>	<b><u>QTY.</u></b>	<b><u>TOTAL AMT.</u></b>
1	Development of 2 TV/Video <u>PSA</u> targeting employer and employee in Tagalog language for employee and English for employers.				
	a. Agency Cost*	LOT		1	
	b. Production Cost (of final Video Ad Campaign)	LOT		1	
2	Development of 2 Newspaper/Magazine Ad (half page for magazines half to quarter page for newspapers and tabloids) Campaign targeting employer and employee-; <u>Employer A and B class in English</u> <u>Employee C,D,E, class in Tagalog Visayan and Ilocano</u>				
	a. Agency Cost*				
	b. Production Cost (of final Newspaper/Magazine Ad Campaign)				
	c. Newspaper/Magazine Advertisement Cost				
3	Development of 2 Radio Advertising Campaign targeting the employer and employee <u>Employer A and B class in English</u> <u>Employee C,D,E, class in Tagalog Visayan and Ilocano</u>				
	a. Agency Cost*	LOT		1	
	b. Production Cost (of final Radio Ad Campaign)	LOT		1	
	c. Radio Airtime cost	LOT		1	
4	Development of 2 social media plans targeting the employer and employee	LOT		1	
5	Development of 2 Print Media Design ONLY for the employer and employee	LOT		1	
6	Printed Media Materials				
	d. Poster 13 x 21 inches	PC		1000	
	e. Posters with standee 3x6 feet	PC		10	
	<b>GRAND TOTAL:</b>				

3. To update Schedule of Supplies/ Services, Attachment A.

A. Video, Radio and Social Media Coverage:

1. The video and radio advertisements might draw upon Tagalog-speaking American consular officer(s).
2. The video and radio advertisements should be 15 to 30 seconds in length and could also incorporate the creation of a jingle.
3. TV advertisements should be ready for airing on television by November 9, 2014. **The embassy will be responsible for securing air time for the TV advertising.**

Targeting employers:

- English and Tagalog
- Morning programs: ABS, GMA, TV5

<b><u>CONTINUATION SHEET</u></b>	REFERENCE NO. OF DOCUMENT BEING CONTINUED	PAGE
	<b>SRP380-14-Q-0096-A002</b>	<b>3 of 3 Pages</b>
NAME OF CONTRACTOR		

Targeting employees:

- English and Tagalog
- Morning programs: ABS, GMA, TV5

4. Radio advertisements should be ready to begin airing November 9, 2014, in Metro Manila, Cebu, Iloilo, Davao, Laoag City and Pampanga. End date of radio advertising will be January 3, 2015. ***It is expected that costs for securing radio spots will be included in the Advertising company's bid.*** The suggested top three AM radio stations in Manila with provincial affiliates (nationwide): DZBB, DZMM, DZRH, and 92.3 News FM. Target timeslots are drivetime and peak hours of 5 AM to 9 AM, 12 to 2 PM, 5 PM to 8 PM.
5. The Advertising company should deliver a social media campaign plan within 2 weeks after the approval of the campaign proposal. The Embassy will incorporate the plan into its ongoing social media campaigns.

Targeting employers:

- Online Job sites: Trabaho.com; jobstreet.com; travelabroad.ph; spot.ph; Olx.ph; ayos.dito.ph (English)

Targeting employees:

- Online Job sites: Trabaho.com; jobstreet.com; travelabroad.ph; spot.ph; Olx.ph; ayos.dito.ph (English)

6. All material developed will become the exclusive copyright property of the Embassy for use in Public Service Announcements (PSA), on the Embassy's website and social media sites, and for other uses as deemed appropriate by the Embassy.

B. Print Media Coverage:

Integration of Newspaper and Magazine advertising to support the campaign. Newspapers shall include at least 3 broadsheets and 3 tabloids. Newspaper and Magazine advertisements should begin November 9, 2014 and end January 3, 2015.

Targeting employers:

- English only
- Manila Bulletin, Business World, Business Mirror
- Travel magazines: Travelife

Targeting employees:

- English and Tagalog
- Newspaper, Daily, Tabloids: Manila Bulletin, People's Journal, Balita

C. Print/Media Collaterals:

1. Development of 2 poster designs to target both employer and employee. Digital source materials of print quality and in high resolution educating Filipino workers on their rights while employed in the United States and the responsibilities of their employers to respect and uphold these rights.
2. Printed materials communicating the outreach campaign message.
  - i. Posters 13x21 inches- 1000 pieces
  - ii. Posters with Standee 3x6 feet – 10 pieces

4. To update Solicitation Provisions.

A. 2. Information demonstrating the offeror's/quoter's ability to perform, including:

(1) The submission of Advertising Concept Campaign in Powerpoint format on CD will be part of the evaluation of submitted quotation. In addition, vendors are required to present their Concept pitch. C&P will coordinate regarding the schedule of the presentation.

5. Attached are the answers to the questions raised by the offerors after the pre-proposal conference.

6. All Other Terms and Conditions remain unchanged and in full force and effect

**SECTION 1 - THE SCHEDULE**  
**CONTINUATION TO SF-18**  
**RFQ NUMBER SRP380-14-Q-0096- A002**

**I. PERFORMANCE WORK STATEMENT**

- A. The purpose of this firm fixed price purchase order is for obtaining the services of an Advertisement Agency to develop a Workers' Rights Campaign utilizing video, radio, print, and social media, which educate potential nonimmigrant visa workers of their rights and their employers of their responsibilities according to U.S. labor laws.

The media plans and materials should build around a common theme, emphasizing "workers have rights and employers have responsibilities" in accordance with Attachment A.

	<b><u>DESCRIPTION</u></b>	<b><u>UNIT</u></b>	<b><u>UNIT PRICE</u></b>	<b><u>QTY.</u></b>	<b><u>TOTAL AMT.</u></b>
1	Development of 2 TV/Video PSA targeting employer and employee in Tagalog language for employee and English for employers.				
	a. Agency Cost*	LOT		1	
	b. Production Cost (of final Video Ad Campaign)	LOT		1	
2	Development of 2 Newspaper/Magazine Ad (half page for magazines half to quarter page for newspapers and tabloids) Campaign targeting employer and employee: Employer A and B class in English Employee C,D,E, class in Tagalog Visayan and Ilocano				
	a. Agency Cost*				
	b. Production Cost (of final Newspaper/Magazine Ad Campaign)				
	c. Newspaper/Magazine Advertisement Cost				
3	Development of 2 Radio Advertising Campaign targeting the employer and employee Employer A and B class in English Employee C,D,E, class in Tagalog Visayan and Ilocano				
	a. Agency Cost*	LOT		1	
	b. Production Cost (of final Radio Ad Campaign)	LOT		1	

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	c. Radio Airtime cost	LOT	1	
4	Development of 2 social media plans targeting the employer and employee	LOT	1	
5	Development of 2 Print Media Design ONLY for the employer and employee	LOT	1	
6	Printed Media Materials			
	d. Poster 13 x 21 inches	PC	1000	
	e. Posters with standee 3x6 feet	PC	10	
	<b>GRAND TOTAL:</b>			

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B. The contract will be for the period specified below, from the date of the contract award:

- 2) Submission of the Workers' Rights Campaign Proposal: August 27, 2014
- 3) TV advertisement: Completed within 2 weeks after approval of Campaign proposal
- 4) Radio advertisement: Running from November 9, 2014 to January 3, 2015
- 5) Social media outreach plan: subject to discussion with Embassy. Completed within 2 weeks after approval of Campaign proposal
- 6) Newspaper Media: Running from November 9, 2014 to January 3, 2015

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## II. PRICING:

A. Advertising Pitch and Campaign Proposal:

Note:

***\*The Agency Cost must be itemized to show any subcontracted costs, (talent fee of voice artists, studio rental/recording etc...) in developing TV, Radio and print ads)***

- B. All payments made to the contractor under this contract shall be in Philippine Peso (₱).
- C. Value Added Tax (VAT) shall not be included in the firm fixed price as it is not applicable to this contract. The U.S. Government is exempt from payment of taxes as a qualifying entity under Section 3(b)(3) of Revenue Regulations No. 6-97 dated January 2, 1997. In accordance with this regulation, all sales made by the contractors or suppliers to the U.S. Government are subject to zero percent (0%) rate and are, therefore, not subject to tax.

**CONTINUATION TO SF-18,  
RFQ NUMBER SRP380-14-M-Q-0096  
SCHEDULE OF SUPPLIES/SERVICES, ATTACHMENT A  
DESCRIPTION/SPECIFICATIONS/WORK STATEMENT**

A. Advertising Proposal:

Present/Submit a Workers' Rights Campaign Proposal.

Conceptualize / Develop an Outreach Campaign that targets applicants for U.S. non immigrant work visas and domestic employees applying for U.S. visas and also the employers of domestic employees. The campaign will educate Filipino workers on their rights while employed in the United States and the responsibilities of their employers to respect and uphold these rights.

Messages to applicants and employers of domestic employees must be distinct in order to convey different messages/intent. Because of this, separate television, radio, social media and print messages may need to be created for the separate audiences.

Employers need to understand that when they take their employees to the United States, the employees have the same rights as U.S. workers. This includes a fair wage, a safe working environment, freedom of movement, and allowing them to keep their passport and to have free access to leave their place of employment when not working. While this information is in the Wilberforce pamphlet handed out to all employees, employers may not be hearing this message.

Employers who reside in the Philippines will be targeted using ads in magazines, radio, and poster stands. In regards to the employees, this is a much larger group, and will be the primary focus of the campaign. Particularly at risk are the low-skill workers (H2B and B1 domestics), who even after receiving the Wilberforce pamphlet, may not be aware of their rights as workers in the United States. These employees will be targeted through a series of radio ads, poster stands, and possibly TV commercials, if we are able to negotiate agreements with Filipino broadcasters, including those operating in the United States.



We anticipate that this campaign will be designed and implementation will begin prior to the end of the current fiscal year. Activities will continue into the next fiscal year.

B. Video, Radio and Social Media Coverage:

1. The video and radio advertisements might draw upon Tagalog-speaking American consular officer(s).
2. The video and radio advertisements should be 15 to 30 seconds in length and could also incorporate the creation of a jingle.
3. TV advertisements should be ready for airing on television by November 9, 2014. **The embassy will be responsible for securing air time for the TV advertising.**

Targeting employers:

- English and Tagalog
- Morning programs: ABS, GMA, TV5

Targeting employees:

- English and Tagalog
- Morning programs: ABS, GMA, TV5

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4. Radio advertisements should be ready to begin airing November 9, 2014, in Metro Manila, Cebu, Iloilo, Davao, Laoag City and Pampanga. End date of radio advertising will be January 3, 2015. ***It is expected that costs for securing radio spots will be included in the Advertising company's bid.*** The suggested top three AM radio stations in Manila with provincial affiliates (nationwide): DZBB, DZMM, DZRH, and 92.3 News FM. Target timeslots are drivetime and peak hours of 5 AM to 9 AM, 12 to 2 PM, 5 PM to 8 PM.

5. The Advertising company should deliver a social media campaign plan within 2 weeks after the approval of the campaign proposal. The Embassy will incorporate the plan into its ongoing social media campaigns.

Targeting employers:

- Online Job sites: Trabaho.com; jobstreet.com; travelabroad.ph; spot.ph; Olx.ph; ayos.dito.ph (English)

**Targeting employees:**

- **Online Job sites:** Trabaho.com; jobstreet.com; travelabroad.ph; spot.ph; Olx.ph; ayos.dito.ph (English)

6. All material developed will become the exclusive copyright property of the Embassy for use in Public Service Announcements (PSA), on the Embassy's website and social media sites, and for other uses as deemed appropriate by the Embassy.

**C. Print Media Coverage:**

Integration of Newspaper and Magazine advertising to support the campaign. Newspapers shall include at least 3 broadsheets and 3 tabloids. Newspaper and Magazine advertisements should begin November 9, 2014 and end January 3, 2015. Size of the ads for magazine is one half page. For the newspaper and tabloid ads is one quarter to one half page.

**Targeting employers:**

- English only
- Manila Bulletin, Business World, Business Mirror
- Travel magazines: Travelife

**Targeting employees:**

- English and Tagalog
- Newspaper, Daily, Tabloids: Manila Bulletin, People's Journal, Balita

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**D. Print/Media Collaterals:**

- 1.1. Development of 2 poster designs to target both employer and employee. Digital source materials of print quality and in high resolution educating Filipino workers on their rights while employed in the United States and the responsibilities of their employers to respect and uphold these rights.
2. Printed materials communicating the outreach campaign message.

- i. Posters 13x21 inches- 1000 pieces
- ii. Posters with Standee 3x6 feet – 10 pieces

E. Pre-proposal:

A pre-proposal conference will be held on August 6, 2014. Prospective quoters are requested to assemble at 8:45am at the Roxas Boulevard Gate, Seafront Compound, Pasay City. Request for access clearance must be submitted through fax no. (632) 301-2964 at least two working days in advance prior to the Pre-proposal conference. Request should include the name of your company's representative, date/time of submission, vehicle type/color/plate number and name of driver if any. Access to USG facilities will not be permitted without prior access clearance no later than August 5, 2014.

Submit any questions you may have concerning the solicitation document in writing to the Contracting Officer via fax no. (632) 3012964 on or before August 7, 2014.

F. Awardee/s:

The U.S. Government (USG) intends to award a contract/purchase order to the responsible company submitting an acceptable quotation. We intend to award a contract/purchase order based on initial quotations, without holding discussions, although we may hold discussions with companies in the competitive range if there is a need to do so.

G. Submission:

Quotation and submission of the Advertising campaign concept will be on or before August 27, 2014 4:00 PM at U.S. Embassy Seafront Compound (Harrison Gate).

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H. QUALITY ASSURANCE PLAN (QAP):

This plan is designed to provide an effective surveillance method to promote effective contractor performance. The QAP provides a method for the Contracting Officer's Representative (COR) to monitor contractor performance, advise the contractor of unsatisfactory performance, and notify the Contracting Officer of continued unsatisfactory performance. The contractor, not the Government, is responsible for management and

quality control to meet the terms of the contract. The role of the Government is to conduct quality assurance to ensure that contract standards are achieved.

<b>Performance Objective</b>	<b>PWS Para</b>	<b>Performance Threshold</b>
<u>Services.</u> 1) Perform preparation of Video, Radio, and Print advertisements by October 10, 2014 as set forth in the performance work statement (PWS)	Section 1: Continuation To SF-18, Schedule Of Supplies/Services, Description/Specifications/Work Statement, B.	All required services are performed and no more than one (1) customer complaint is received.
2) Perform preparation of Social Media plan by October 10, 2014 as set forth in the performance work statement (PWS)	Section 1: Continuation To SF-18, Schedule Of Supplies/Services, Description/Specifications/Work Statement, B.	All required services are performed and no more than one (1) customer complaint is received.
3) Acquire radio time beginning October 10, 2014 to November 30, 2014 as set forth in the performance work statement (PWS)	Section 1: Continuation To SF-18, Schedule Of Supplies/Services, Description/Specifications/Work Statement, B.	All required services are performed and no more than one (1) customer complaint is received.
3) Acquire print media advertising space beginning October 10, 2014 to November 30, 2014 as set forth in the performance work statement (PWS)	Section 1: Continuation To SF-18, Schedule Of Supplies/Services, Description/Specifications/Work Statement, C.	All required services are performed and no more than one (1) customer complaint is received.
4) Provide posters and posters with standee by October 10, 2014 as set forth in the performance work statement (PWS)	Section 1: Continuation To SF-18, Schedule Of Supplies/Services, Description/Specifications/Work Statement, C.	All required services are performed and no more than one (1) customer complaint is received.

### SECTION 3 - SOLICITATION PROVISIONS

FAR 52.212-1, INSTRUCTIONS TO OFFERORS -- COMMERCIAL ITEMS (FEB 2012), IS  
INCORPORATED BY REFERENCE.

#### ADDENDUM TO 52.212-1

**A. Summary of instructions. Each offer must consist of the following:**

A.1. A completed solicitation, in which the following have been filled up:

- SF-18 (Request for Quote), blocks 11 through 16.
- Section 1 paragraph II, Prices
- Section 5 (Representations and Certifications)

A.2. Information demonstrating the offeror's/quoter's ability to perform, including:

(1) The submission of Advertising Concept Campaign in Powerpoint format on CD will be part of the evaluation of submitted quotation. In addition, vendors are required to present their Concept pitch. C&P will coordinate regarding the schedule of the presentation.

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(2) Resume of a Project Manager (or other liaison to the Embassy/Consulate) who understands written and spoken English;

(3) Evidence that the offeror/quoter operates an established business with a permanent address and telephone listing;

(4) **Company Profile demonstrating ability to undertake tasks described in the description/specifications/work statement**, including: List of clients, Financial Statement, prior experience with relevant past performance, information and references; to include the nature of the work performed, peso amount, contact details.

(5) Minimum five (5) years experience in the development of media campaigns for Print, Radio and TV.

(6) Evidence that the offeror/quoter can provide the necessary personnel, equipment, and financial resources needed to perform the work;  
Company Brochures

(7) Evidence that the offeror/quoter has all licenses and permits required by local law (see DOSAR 652.242-73 in Section 2).

## Questions and Answers:

### Questions:

1. Do many Filipinos get offers to work in H-2B jobs in the US? Which of the H-2B jobs have the most number of Filipino applicants?
2. Which of the H-2B jobs are usually offered by recruiters or placement agencies in the Philippines? Are these agencies part of the campaign?
3. Do Filipinos apply for H-2A jobs? If yes, are they part of the employee campaign?
4. Of the number of non-immigrant visa applications, how much of these involve applicants who seek work in the US? How much of these involve employers who want to bring their Filipino employees?
5. Will the campaign for employers target Filipinos only or should it include foreign residents in the Philippines who wish to bring their Filipino employees?

### Answer:

The targets of the campaign for employees are Filipino applicants for nonimmigrant visas in certain employment and education-based categories. The types of applicants include:

- Personal/Domestic Employee of representatives of foreign governments: **A-3 and G-5**
- personal/domestic employees of U.S. visa holders and U.S. citizens temporarily assigned to the United States: **B-1**
- Transitional Workers in the Commonwealth of the Northern Mariana Islands (CNMI): **CW**
- Temporary workers and trainees, including **H-1B, H-2A, H-2B, H-3**
  - **H-1B** classification applies to persons in a **specialty occupation**, which requires the theoretical and practical application of a body of highly specialized knowledge requiring completion of a specific course of higher education.
  - **H-2A** classification applies to **temporary or seasonal agricultural** workers. (Manila issued very few of these.)
  - **H-2B** classification applies to **temporary or seasonal nonagricultural** workers.
  - **H-3** classification applies to **trainees other than medical or academic**.
- Exchange visitors (interns and trainees and students on Summer-Work-Travel programs): **J**
- Intra-company transferees: **L**

Filipino applicants for any of these employment and education-based visas who are physically present in the Philippines may make appointments to apply for their visas at the U.S. Embassy in Manila. The campaign for employees should not focus on a subset of the visas categories, but rather on the rights of workers in all of these categories.

The campaign for employers should likewise apply to the responsibilities of all potential employers, both private individuals and businesses, of any nationality, who may wish to bring employees in any of these visa categories to the US. The recruitment or placement agencies in the Philippines are not targets of the campaigns.

Information on the specific visa categories is available on the State Department's public website: <http://travel.state.gov/content/visas/english/general/a-z.html#G>

Question:

6. On the timetable, are we still expected to submit concept and costs on Aug. 14? Given that there are revisions on the requirements, I was wondering if the timetable will likewise change.

Answer: Yes, submission is move on August 27, 2014.

Question:

7. Re costs, should these be final when we submit or do we have ranges to work under? I am asking this with regard to production costs since we usually hire 3<sup>rd</sup> party suppliers such as TV production companies, radio recording studios, talents, photographers, make-up artists, etc. Final costs are not easily obtained until a final and approved campaign is discussed with the production teams.

Answer: The cost must be firm fixed price. We do not provide price range/ working budget.